

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### Change to:

1 - 70. (cancelled without prejudice)

71. (withdrawn) A method for optimizing a selection of risk management activities, wherein said method comprises the following steps: identifying and measuring a plurality of risks; identifying at least one risk management activity based upon said risks; determining an amount of capital available for risk transfer activities, determining a combination of risk management activities that optimizes aspects of financial performance selected from the group consisting of market value, risk and combinations thereof within the constraints of the available capital.

72. (withdrawn) The method according to claim 71 wherein a market value further comprises one or more categories of value selected from the group consisting of an enterprise current operation category, an enterprise real option category, an enterprise market sentiment category and combinations thereof.

73. (withdrawn) The method according to claim 71 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

74. (withdrawn) The method according to claim 73, wherein establishing each of one or more risk management control systems further comprises identifying a risk reduction activity and optionally establishing a method for implementing said activity in an automated fashion.

75. (withdrawn) The method according to claim 73, wherein completing one or more risk transfer transactions further comprises completing activities selected from the group consisting of insurance purchases, derivate transactions, and combinations thereof.

76. (withdrawn) The method according to claim 71, wherein identifying and measuring a plurality of risks further comprises quantifying said risks by a category of value where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

77. (withdrawn) The method according to claim 71, wherein identifying and measuring a plurality of risks further comprises quantifying a total risk exposure by a element of value and external factor where the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

78. (withdrawn) The method according to claim 71, wherein identifying and measuring a plurality of risks further comprises quantifying specific enterprise risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

79. (withdrawn) The method according to claim 71 that supports an optimization of aspects of financial performance selected from the group consisting of current operation value, real option value, market sentiment value and combinations thereof.

80. (withdrawn) The method according to claim 71 where the method further comprises:  
completing optimization calculations in an automated fashion using a method selected from the group consisting of quasi monte carlo, genetic algorithm, multi-criteria optimization and linear programming.

81. (withdrawn) The method according to claim 71 where the method further comprises:  
using one or more shadow prices from a linear programming optimization calculation to identify an optimal budget for risk management.

82. (withdrawn) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a management method, comprising:

preparing data from a plurality of enterprise related systems for use in processing,  
using a series of multivariate analyses to develop a computational model that identifies a contribution to a market value for a commercial enterprise by a category of value for each of a plurality of elements of value and external factors,  
using the computational model to complete one or more useful activities selected from the group consisting of: quantifying a plurality of risks by element of value, quantifying a plurality of risks by category of value, quantifying a plurality of risks by external factor, identifying a target share price for organization common stock, identifying one or more changes that will

optimize one or more aspects of enterprise financial performance, calculating a net contribution of each element of value to a market value, calculating a value for each element of value, calculating a value impact for a plurality of risk management activities, calculating a value for organization common stock and combinations thereof, and displaying one or more results from said one or more useful activities using a paper document or electronic display.

83. (withdrawn) The program storage device of claim 82 where a plurality of enterprise related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems, the Internet and combinations thereof.

84. (withdrawn) The program storage device of claim 82 where one or more elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof and where a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

85. (withdrawn) The program storage device of claim 82 wherein a series of multivariate analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact

summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

86. (withdrawn) The program storage device of claim 82 wherein a series of multivariate analyses are completed in an automated fashion by learning from the data.

87. (withdrawn) The program storage device of claim 82 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

88. (withdrawn) The program storage device of claim 82 wherein a commercial enterprise further comprises a corporation, a multi-enterprise organization or a value chain.

89. (withdrawn) The program storage device of claim 82 wherein one or more aspects of financial performance are selected from the group consisting of revenue, expense, capital change, market value, current operation value, real option value, market sentiment value, total risk, risk management activity, common stock price and combinations thereof.

90. (withdrawn) The program storage device of claim 82 wherein the method further comprises using a computational model to identify changes to one or more enterprise business activities that will optimize one or more aspects of enterprise financial performance where the changes are selected from a group consisting of a change in purchase quantities, a change in purchasing mix, a change in vendors, a change in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in the organization equity holdings, changes in one or more operating limits for organization systems, changes in process management, changes in risk management and combinations thereof.

91. (withdrawn) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing a data method, comprising:

using metadata mapping to integrate organization related data from a plurality of organization related systems in accordance with a common xml schema to support organization processing.

92. (withdrawn) The program storage device of claim 91 where a plurality of organization related systems further comprises systems selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), risk management systems, scheduling systems, quality control systems, purchasing systems, the Internet and combinations thereof.

93. (withdrawn) The program storage device of claim 91 where a specification for metadata mapping is established using a metadata and conversion rules window and stored in a metadata mapping table.

94. (withdrawn) The program storage device of claim 91 where at least a portion of organization related data are pre-specified for mapping and the portion of data pre-specified for mapping is selected from the group consisting of component of value data, sub component of value data, known value drivers and combinations thereof.

95. (withdrawn) The program storage device of claim 91 where a common schema defines attributes selected from the group consisting of time periods, units of measure, currencies, elements of value, components of value, risks, organizations and combinations thereof.

96. (withdrawn) The program storage device of claim 91 where a plurality of systems further comprise a plurality of systems with relational databases.

97. (withdrawn) The program storage device of claim 91 where the method further comprises converting organization related data to a common xml schema and storing said data to support organization processing.

98. (withdrawn) The program storage device of claim 97 where integrated data are stored in tables.

99. (withdrawn) The program storage device of claim 97 where the method further comprises using a conversion rules table to support conversion to a common xml schema.

100. (withdrawn) The program storage device of claim 97 where a common xml schema further comprises a network schema.

101. (previously presented) A computer implemented method for integrating organization systems into an overall financial management system, comprising:

integrating a plurality of event data from a plurality of organization related systems in a central application database and preparing said data for use in processing,

analyzing said data as required to create a model for each of a plurality of organization elements of value and sub-elements of value and a statistical model of one or more organization categories of value, and

identifying an optimal set of organization activities by creating one or more scenarios and simulating an organization future value and risk using said element of value, sub-element of value and category of value models under the one or more scenarios

where an optimal set of activities comprise one or more activities that maximize a value for a current operation and a real option category of value while minimizing an organization risk, and

where a set of activities comprise making a change to a value driver for an element of value and activities that are selected from the group consisting of transferring one or more specific risks, changing a price, identifying an optimal offering for a customer sub-element of value, completing a sales transaction, making a change to a value driver for a sub-element of value, changing a setting in an organization related system, completing a transaction, changing a purchase order quantity and combinations thereof.

102. (previously presented) The method of claim 101 wherein a plurality of event data comprises a plurality of transaction data.

103. (previously presented) The method of claim 101 wherein an optimal set of organization activities is identified in an automated fashion by completing a series of analyses with a series of models where the analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

104. (previously presented) The method of claim 101 where organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

105. (previously presented) The method of claim 101, where a specific risk is selected from the group consisting of event risk, element of value risk, external factor risk, contingent liability, volatility risk and combinations thereof.

106. (withdrawn) A management method, comprising:

preparing data from a plurality of enterprise related systems for use in processing, and analyzing at least a portion of the data as required to quantify an impact of a plurality of risks on one or more subsets of value selected from the group consisting of elements of value, categories of value, components of value and combinations thereof.

107. (withdrawn) The method of claim 106 wherein an elements of value is selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

108. (withdrawn) The method of claim 106 wherein a plurality of risks are selected from the group consisting of event risks, contingent liabilities, volatility and combinations thereof.

109. (withdrawn) The method of claim 106 wherein the method further comprises:

identifying one or more risk management activities based upon one or more quantified risks; calculating an amount of capital available for said risk management activities using at least a portion of said data; and determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

110. (withdrawn) The method of claim 106 wherein preparing data from a plurality of enterprise related systems for use in processing, further comprises using metadata mapping to integrate data from said systems in accordance with a common schema.

111. (withdrawn) The method of claim 106 wherein a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof and a component of value is selected from the group consisting of revenue, expense, capital and combinations thereof.



112. (withdrawn) The method of claim 106 wherein quantifying a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

113. (withdrawn) The method of claim 107 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

114. (withdrawn) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing an advanced management method, comprising:

- aggregating and preparing data from a plurality of enterprise related systems for use in processing, and

- analyzing at least a portion of the data as required to quantify a tangible impact for a plurality of risks and one or more elements of value on one or more subsets of value selected from the group consisting of a category of value, a component of value and combinations thereof.

115. (withdrawn) The program storage device of claim 114 wherein one or more elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

116. (withdrawn) The program storage device of claim 115 wherein a plurality of risks are selected from the group consisting of event risks, contingent liabilities, volatility and combinations thereof.

117. (withdrawn) The program storage device of claim 114 wherein the method further comprises:

- identifying one or more risk management activities based upon one or more quantified risks;
- calculating an amount of capital available for said risk management activities using at least a portion of said data; and

determining a combination of risk management activities that optimizes aspects of enterprise financial performance selected from the group consisting of market value, risk and combinations thereof within a constraint of the available capital.

118. (withdrawn) The program storage device of claim 114 wherein aggregating and preparing data from a plurality of enterprise related systems for use in processing, further comprises using metadata mapping to integrate and store data from said systems in accordance with a common schema.

119. (withdrawn) The program storage device of claim 114 wherein a category of value is selected from the group consisting of current operation, real option, market sentiment and combinations thereof and a component of value is selected from the group consisting of revenue, expense, capital and combinations thereof.

120. (withdrawn) The program storage device of claim 114, wherein quantifying a plurality of risks further comprises quantifying risks under scenarios selected from the group consisting of normal, extreme and combinations thereof.

121. (withdrawn) The program storage device of claim 115 wherein a risk management activity is selected from the group consisting of establishing one or more risk management control systems, completing one or more risk transfer transactions and combinations thereof.

122. (previously presented) A program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform a management method, comprising:

- preparing a plurality of event data from a plurality of organization related systems for use in processing,

- analyzing said data as required to create a model for each of a plurality of organization elements of value and sub-elements of value and of one or more organization categories of value, and

- identifying an optimal set of organization activities by creating one or more scenarios and simulating an organization future value and risk using said element of value, sub-element of value and category of value models under the one or more scenarios

where an optimal set of activities comprise one or more activities that maximize an organization current operation value and a value of a category of value selected from the group consisting of real option, market sentiment and combinations thereof while minimizing a total organization risk.

123. (previously presented) The program storage device of claim 122, wherein a set of activities are selected from the group consisting of making a change to a value driver for an element of value, transferring one or more specific risks, identifying a discount for a causal sku, defining an optimal offering for a customer sub-element of value, completing a sales transaction, changing a setting in an organization related system, calculating a value associated with one or more events, completing a transaction, making a change to a value driver for a sub-element of value, changing an order quantity on a purchase order and combinations thereof.

124. (previously presented) The program storage device of claim 123, wherein a specific risk is selected from the group consisting of event risk, element of value risk, external factor risk, contingent liability, volatility risk and combinations thereof.

125. (previously presented) The program storage device of claim 122, wherein a set of activities are implemented using the framework of claim 144 under a scenario selected from the group consisting of normal, extreme and combinations thereof.

126. (previously presented) The program storage device of claim 122, wherein an optimal set of organization activities is identified in an automated fashion by completing a series of analyses with a series of models where the analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative

strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

127. (previously presented) The program storage device of claim 122, wherein an organization related system is selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

128. (previously presented) The program storage device of claim 122 where activities are selected from the group consisting of changes in purchase quantities, changes in purchasing mix, changes in risk transfer, changes in vendors, changes in purchase discounts, changes in product discounts, changes in product pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in organization equity holdings, changes in operating limits for organization systems and combinations thereof.

129. (previously presented) The program storage device of claim 123, wherein an optimal offering for a customer group comprises a discount for a causal sku for a basket of goods typically purchased by said customer group, a vendor selection for each sku in the basket, a price for each non causal sku in the basket and an expected delivery date for each sku in the basket.

130. (previously presented) The program storage device of claim 123, wherein the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property,

information technology, partnerships, processes, production equipment, vendors, vendor relationships and combinations thereof.

131. (previously presented) An enterprise system, comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

prepare a plurality of event data from a plurality of organization related systems for use in processing,

analyze said data as required to create a model for each of a plurality of organization elements of value and sub-elements of value and of one or more organization categories of value,

identify an optimal set of organization activities by creating one or more scenarios and simulating an organization future value and risk using said element of value, sub-element of value and category of value models, and

implement said set of activities

where an optimal set of activities comprise one or more activities that maximize an organization current operation and real option value while minimizing an organization risk under a scenario selected from the group consisting of normal, extreme and combinations thereof, and

where a set of activities comprise making a change to a value driver for an element of value and one or more activities that are selected from the group consisting of transferring one or more specific risks, changing a price, defining an optimal offering for a customer sub-element of value, completing a sales transaction, initiating a process, changing a setting in an organization related system, calculating a risk associated with the one or more events, completing a transaction, changing a purchase order quantity and combinations thereof.

132. (previously presented) The enterprise system of claim 131, wherein a plurality of event data comprise a plurality of transaction data and a program storage device comprises a plurality of intelligent agents.

133. (previously presented) The enterprise system of claim 131, wherein a specific risk is selected from the group consisting of event risk, element of value risk, external factor risk, contingent liability, volatility risk and combinations thereof.

134. (previously presented) The enterprise system of claim 131, wherein an optimal set of organization activities is identified in an automated fashion by completing a series of analyses with a series of models where the analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

135. (previously presented) The enterprise system of claim 131, wherein an organization related system is selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

136. (previously presented) The enterprise system of claim 131, where activities are selected from the group consisting of changes in purchasing mix, changes in risk transfer, changes in vendors, changes in purchase discounts, changes in product discounts, changes in product

pricing, changes in service pricing, changes in service discounts, changes in supply chain management, changes in organization equity holdings, and combinations thereof.

137. (previously presented) The enterprise system of claim 132, wherein a transaction is selected from the group consisting of: change in state or completion of a respective retail business transaction, product order, product purchase, service request, product return, payment, inventory addition, inventory reduction, inventory-level change, resource-level change, product shipment, product delivery, service delivery, risk transfer and combinations thereof..

138. (previously presented) The enterprise system of claim 131, wherein the elements of value are selected from the group consisting of alliances, brands, customers, customer relationships, employees, employee relationships, infrastructure, intellectual property, information technology, partnerships, processes, production equipment, securities, supply chain, vendors, vendor relationships and combinations thereof.

139. (previously presented) A computer implemented method for integrating organization systems into a fund activity management system, comprising

preparing a plurality of event data from a plurality of organization related systems for use in processing using the system of claim 144,

analyzing said data as required to create a model for each of a plurality of organization elements of value and sub-elements of value and of one or more organization categories of value using the system of claim 144,

identifying an optimal set of organization activities by creating one or more scenarios and simulating an organization future value and risk using said element of value, sub-element of value and category of value models using the system of claim 144

where an optimal set of activities comprise one or more activities that maximize a organization current operation value and a value of categories of value selected from the group consisting of real option, market sentiment and combinations thereof while minimizing an organization risk under a scenario selected from the group consisting of normal, extreme and combinations thereof, and

where a set of activities comprise buying an organization equity security with an organization market sentiment value is negative and activities selected from the group consisting of changing a value driver for an element of value, changing a value driver for a sub-element of value, transferring one or more specific risks, selling an organization equity security, determining a discount for a causal sku, defining an optimal offering for a customer

sub-element of value, completing a sales transaction, changing a setting in an organization related system, completing a transaction, changing an order quantity on a purchase order and combinations thereof.

140. (previously presented) The method of claim 139, wherein a plurality of event data comprises a plurality of transaction data and an optimal offering for a customer group comprises a discount for a causal sku for a basket of goods typically purchased by said customer group, a vendor selection for each sku in the basket, a price for each non causal sku in the basket and an expected delivery date for each sku in the basket.

141. (previously presented) The method of claim 139, wherein an optimal set of activities is identified in an automated fashion by completing a series of analyses where the analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

142. (previously presented) The method of claim 139, wherein organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory



systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

143. (previously presented) The method of claim 140, wherein a transaction is selected from the group consisting of: change in state or completion of a respective retail business transaction, product order, product purchase, service request, product return, payment, inventory addition, inventory reduction, inventory-level change, resource-level change, product shipment, product delivery, service delivery, risk transfer and combinations thereof.

144. (currently amended) An organization system comprising a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to ~~computer implemented method for enable an organization to run as an optimized enterprise, the organization conducting business and in association therewith planning the disposition of funds, planning the use of funds and experiencing a plurality of events, comprising:~~

~~deploying a system that enables an organization-wide, coherent business activity selection, the system being formed by merging~~ provide a dynamic data storage functionality, a transaction processing functionality, a data mining and analysis functionality, an element of value modeling functionality, a sub-element of value identification and modeling functionality, a category of value modeling functionality, a scenario development functionality, a simulation and optimization functionality and an automated feedback functionality that, together, ~~comprise a functionality of the system; and~~

~~loosely coupling~~ couple a plurality of organization applications to one or more aspects of the system functionality, the organization applications being operatively interfaced via the feedback functionality and providing information to the dynamic data storage functionality, the information being related to the organization, its business and a the plurality of events and being dynamically aggregated via the dynamic data storage functionality so that from across the organization the aggregated information can be accessible and available to support an activity selection and the transaction processing functionality, the data mining functionality, the element of value modeling functionality, the sub-element of value identification and modeling functionality, the category of value modeling functionality, the scenario development functionality, ~~the market sentiment evaluation functionality, the~~

simulation and optimization functionality and the feedback functionality so that there is a coherent view of the aggregated information from across the organization

~~where the system comprises a plurality of intelligent agents and one or more computers that execute one or more instructions provided by the intelligent agents~~ provides a plurality of services and enables an organization to run as an optimized enterprise, the organization conducting business and in association therewith planning the disposition of funds, planning the use of funds and experiencing a plurality of events.

145. (currently amended) The system method of claim 144, wherein a plurality of organization applications are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.

146. (currently amended) The system method of claim 144, wherein a plurality of services are selected from the group consisting of data aggregation, data conversion, data normalization, data storage, item performance indicator identification, value driver discovery, value driver relationship discovery, value driver relationship measurement, element of value relationship discovery, element of value impact quantification, element of value segmentation, element of value modeling, composite variable development, market basket analysis, causal sku discovery, vector development, impact summary development, predictive model development, component of value model development, category of value model development, relative element of value strength identification, discount rate calculation, real option valuation, market sentiment calculation, discounted cash flow calculation, covariance matrix development, scenario development, simulation, reporting, total shareholder return calculation and combinations thereof.

147. (previously presented) A program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform a fund activity management method, comprising: comprising

preparing a plurality of event data from a plurality of organization related systems for use in processing using the system of claim 144,

analyzing said data as required to create a model for each of a plurality of organization elements of value and sub-elements of value and of one or more organization categories of value using the system of claim 144,

identifying an optimal set of organization activities by creating one or more scenarios and simulating an organization future value and risk using said element of value, sub-element of value and category of value models using the system of claim 144

where an optimal set of activities comprise one or more activities that maximize an organization current operation, real option and market sentiment value while minimizing an organization risk under a scenario selected from the group consisting of normal, extreme and combinations thereof,

where a set of activities comprise selling an organization equity security when an organization market sentiment value is positive and activities selected from the group consisting of making a change to an element of value, making a change to a sub-element of value, transferring a specific risk, changing a price for a causal sku, buying an organization equity security, defining an optimal offering for a customer sub-element of value, completing a sales transaction, changing a setting in an organization related system, completing a transaction, changing an order quantity on a purchase order and combinations thereof, and where a specific risk is selected from the group consisting of event risk, element of value risk, external factor risk, contingent liability, volatility risk and combinations thereof.

148. (previously presented) The program storage device of claim 146, wherein a plurality of event data comprises a plurality of transaction data and an optimal offering for a customer group comprises a causal sku for a basket of goods typically purchased by said customer group, a causal sku discount, a vendor selection for each sku in the basket, a price for each non causal sku in the basket and an expected delivery date for each sku in the basket.

149. (previously presented) The program storage device of claim 146, wherein an optimal set of activities is identified in an automated fashion by completing a series of analyses where the analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers,

identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element impact summaries for modeling enterprise market value and each of the components of value, building one or more predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value, developing a covariance matrix, developing a series of scenarios, simulating a financial performance under a given scenario and combinations thereof.

150. (previously presented) The program storage device of claim 146, wherein organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, web site management systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain management systems, quality control systems, purchasing systems, risk management systems, and combinations thereof.